

**PENRITH BROTHERS JUNIOR RUGBY LEAGUE CLUB
PARTNERSHIP OPPORTUNITIES**

BROTHERS



P.J.R.L.C

ABOUT PENRITH BROTHERS JUNIOR RUGBY LEAGUE CLUB

Brothers Junior Rugby League Club is a non-denominational Club, with players registering from throughout the local area and community, coming from a wide variety of backgrounds.

The Brothers Club is not only large, but it is also very competitive in all age divisions; with sides entered in First Division in every age group from 2021 onwards. However, the Club has not lost sight that in junior sport, all ability levels need to be catered for, and it is part of our stated philosophy that one of the Club's main aims is for its juniors, both male and female, to enjoy their sport – at the level at which they participate.

Brothers in 2014 also initiated a program for players with disabilities known as Try Time, growing from a small number of participants of 7 to well over 40 registered participants today.

Over the years the Club has developed many fine players & coaches with some achieving high representative honours. An extensive list which includes players like Greg Alexander, Brad Fittler, Mark Carroll and Luke Rooney as well as most notably of recent times, Australian Kangaroos, NSW Blues & premiership winning halfback, Nathan Cleary; as well as credible coaches including NSW State of Origin coach Phil Gould, Tim Sheens and John Cartwright.

In more recent times, Brothers have become a powerhouse within the Penrith district becoming the second largest club in participants & the biggest in the suburb of Penrith in itself. As of 2022, the club have relocated to Parker Street Reserve Ovals in Penrith where new facilities are being built comprising of 4 International Fields. All fields will benefit from the building of a new State of the Art Amenities Building meeting current guideline for Community Sport and NSWRL Major Competitions expected to be ready late 2022/early 2023. Additionally, the Brothers flagship team playing in the NSWRL Sydney Shield competition qualified for their first ever Grand Final.



Australian Kangaroos, NSW Blues & premiership winning halfback, Nathan Cleary

BROTHERS IN NUMBERS



BROTHERS



P.J.R.L.C

ESTABLISHED: 1968

FACEBOOK AUDIENCE: 6,343

INSTAGRAM AUDIENCE: 848

EMAIL DATABASE: 1,023

PARTICIPANTS ACROSS CLUB: 968

TEAMS ACROSS CLUB: 48

NSWRL TEAMS: 2

TRY TIME PARTICIPANTS: 40

PARKER STREET ANNUAL ATTENDANCE: 30,000+

WHY PARTNER WITH BROTHERS?

Benefits of partnering with a powerhouse like Penrith Brothers include but are not limited to:

- Generate brand awareness for your business!
- Gain leads for your own direct marketing purposes
- Receive exposure across a multitude of different asset types including signage, branding & social media
- Fully tax deductible partnership opportunities
- The opportunity to meet likeminded, community supportive businesses
- The opportunity to promote an exclusive offer to Brothers players, staff & families
- The opportunity to activate at Brothers events including home games, registration days & presentation days
- The opportunity to promote your business to Brothers players, staff & families through our Partners flyer stand
- An official Corporate Partner Welcome Pack
- An Invitation to all Corporate Partner Networking Events
- Company listing in the Corporate Partner Directory on the Brothers website
- Access to Penrith Brothers IP for the duration of the agreement (permission required for use of the logo)



Annual Sports Luncheon



Business Networking Events

FRONT OF JERSEY & GAMEDAY POLO SHIRT BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on the front of your teams Brothers' playing jersey
- Your logo to be displayed on your teams Brothers' gameday polo shirts

PARTNERSHIP INCLUSIONS

- One (1) \$100 Merchandise Voucher to spend at the Brothers Merchandise Store
- Two (2) Invitations to the Brothers Annual Sports Luncheon



FRONT OF JERSEY & GAMEDAY POLO SHIRT BRANDING

League Start (Under 5-7s)	\$	1,925.00
Minis (Under 8-9s)	\$	2,090.00
Modified (Under 10-11s)	\$	2,310.00
International (Under 12-16s)	\$	2,640.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	3,080.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		

Club partnerships still remain with packages available to include team sponsorships, category exclusivity, signage, social media advertising & more.

Contact partnerships@brotherspjrlc.com.au for more information on our club partnership options!

All prices are exclusive of GST. 5% discount offered to those that pay in full

FRONT OF JERSEY BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on the front of your teams Brothers' playing jersey

PARTNERSHIP INCLUSIONS

- One (1) \$70 Merchandise Voucher to spend at the Brothers Merchandise Store
- Two (2) Invitations to the Brothers Annual Sports Luncheon

FRONT OF JERSEY BRANDING

League Start (Under 5-7s)	\$	1,265.00
Minis (Under 8-9s)	\$	1,485.00
Modified (Under 10-11s)	\$	1,650.00
International (Under 12-16s)	\$	1,980.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	2,420.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		



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TRAINING KIT BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on your teams Brothers' training shirts
- Your logo to be displayed on your teams Brothers' training shorts

PARTNERSHIP INCLUSIONS

- One (1) \$70 Merchandise Voucher to spend at the Brothers Merchandise Store
- Two (2) Invitations to the Brothers Annual Sports Luncheon

TRAINING KIT BRANDING

League Start (Under 5-7s)	\$	1,375.00
Minis (Under 8-9s)	\$	1,485.00
Modified (Under 10-11s)	\$	1,705.00
International (Under 12-16s)	\$	1,925.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	2,640.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		



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BACK OF JERSEY BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on the back of your teams Brothers' playing jersey

PARTNERSHIP INCLUSIONS

- One (1) \$70 Merchandise Voucher to spend at the Brothers Merchandise Store
- Two (2) Invitations to the Brothers Annual Sports Luncheon

BACK OF JERSEY BRANDING

League Start (Under 5-7s)	\$	1,155.00
Minis (Under 8-9s)	\$	1,485.00
Modified (Under 10-11s)	\$	1,485.00
International (Under 12-16s)	\$	1,870.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	2,145.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		



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GAMEDAY POLO SHIRT BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on your teams Brothers' gameday polo shirts

PARTNERSHIP INCLUSIONS

- One (1) \$50 Merchandise Voucher to spend at the Brothers Merchandise Store
- One (1) Invitation to the Brothers Annual Sports Luncheon

GAME DAY POLO SHIRT BRANDING

GAME DAY POLO SHIRT BRANDING		
League Start (Under 5-7s)	\$	825.00
Minis (Under 8-9s)	\$	935.00
Modified (Under 10-11s)	\$	963.00
International (Under 12-16s)	\$	1,320.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	1,540.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		



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TRAINING SHIRT BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on your teams Brothers' training shirts

PARTNERSHIP INCLUSIONS

- One (1) \$50 Merchandise Voucher to spend at the Brothers Merchandise Store
- One (1) Invitation to the Brothers Annual Sports Luncheon

TRAINING SHIRT BRANDING

League Start (Under 5-7s)	\$	825.00
Minis (Under 8-9s)	\$	935.00
Modified (Under 10-11s)	\$	1,045.00
International (Under 12-16s)	\$	1,210.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	1,760.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		



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SLEEVE OF JERSEY BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on a sleeve of your teams Brothers' playing jersey

PARTNERSHIP INCLUSIONS

- One (1) \$50 Merchandise Voucher to spend at the Brothers Merchandise Store
- One (1) Invitation to the Brothers Annual Sports Luncheon

SLEEVE OF JERSEY BRANDING

League Start (Under 5-7s)	\$	715.00
Minis (Under 8-9s)	\$	770.00
Modified (Under 10-11s)	\$	825.00
International (Under 12-16s)	\$	880.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	1,155.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		



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FLEECE HOODIE BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on your teams Brothers' fleece hoodie

PARTNERSHIP INCLUSIONS

- One (1) \$50 Merchandise Voucher to spend at the Brothers Merchandise Store
- One (1) Invitation to the Brothers Annual Sports Luncheon

SLEEVE OF JERSEY BRANDING

League Start (Under 5-7s)	\$	750.00
Minis (Under 8-9s)	\$	950.00
Modified (Under 10-11s)	\$	1,050.00
International (Under 12-16s)	\$	1,175.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	1,350.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		



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SOFT SHELL JACKET BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on your teams Brothers' soft shell jacket

PARTNERSHIP INCLUSIONS

- One (1) \$50 Merchandise Voucher to spend at the Brothers Merchandise Store
- One (1) Invitation to the Brothers Annual Sports Luncheon



SOFT SHELL JACKET BRANDING		
League Start (Under 5-7s)	\$	750.00
Minis (Under 8-9s)	\$	950.00
Modified (Under 10-11s)	\$	1,050.00
International (Under 12-16s)	\$	1,175.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	1,350.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		

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All prices are exclusive of GST. 5% discount offered to those that pay in full

TRACK PANTS BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on your teams Brothers' track pants

PARTNERSHIP INCLUSIONS

- One (1) \$50 Merchandise Voucher to spend at the Brothers Merchandise Store
- One (1) Invitation to the Brothers Annual Sports Luncheon

TRACK PANTS BRANDING		
League Start (Under 5-7s)	\$	700.00
Minis (Under 8-9s)	\$	950.00
Modified (Under 10-11s)	\$	1,000.00
International (Under 12-16s)	\$	1,100.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	1,250.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		



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All prices are exclusive of GST. 5% discount offered to those that pay in full

BACKPACK BRANDING

BRANDING OPPORTUNITIES

- Your logo to be displayed on your teams Brothers' backpacks

PARTNERSHIP INCLUSIONS

- One (1) \$50 Merchandise Voucher to spend at the Brothers Merchandise Store
- One (1) Invitation to the Brothers Annual Sports Luncheon

BACKPACK BRANDING		
League Start (Under 5-7s)	\$	750.00
Minis (Under 8-9s)	\$	850.00
Modified (Under 10-11s)	\$	875.00
International (Under 12-16s)	\$	1,200.00
Sunday International (U17s,18s Girls, C Grade, A-Grade)	\$	1,400.00
NSWRL Teams (Sydney Shield – Ron Massey Cup)		



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PLAYER PARTNERSHIP

Join Brothers as their 18th man with a Player Partnership! When your player scores, you score. Reap the rewards and increase your company profile with exciting branding opportunities across our digital platforms and on gameday. Whether you are wishing to increase your involvement with the club or a business looking to align yourself with a player to grow your brand awareness, our Player Partnerships are an extraordinary opportunity!

BRANDING OPPORTUNITIES

- Your company logo included on the Team List promoted on Brothers' social media platforms each week
- Your company logo in your players locker at all Brothers' home games played at Parker St Reserve
- Your company name announced during the Team List at all Brothers home games played at Parker St Reserve
- Your company name announced if your player scores at all Brothers home games played at Parker St Reserve

PARTNERSHIP INCLUSIONS

- One (1) \$70 Merchandise Voucher to spend at the Brothers Merchandise Store
- One (1) Invitation to the Brothers Annual Sports Luncheon

Investment: Ron Massey Cup - \$750 + GST

Investment: Sydney Shield - \$500 + GST

Investment: Combined - \$1,000 + GST



GAMEDAY PARTNERSHIP

There's no better way to engage with the Brothers community than through a gameday partnership! By becoming an exclusive Gameday Partner of Brothers, you will be showcasing your business to potential customers at a Brothers home game!

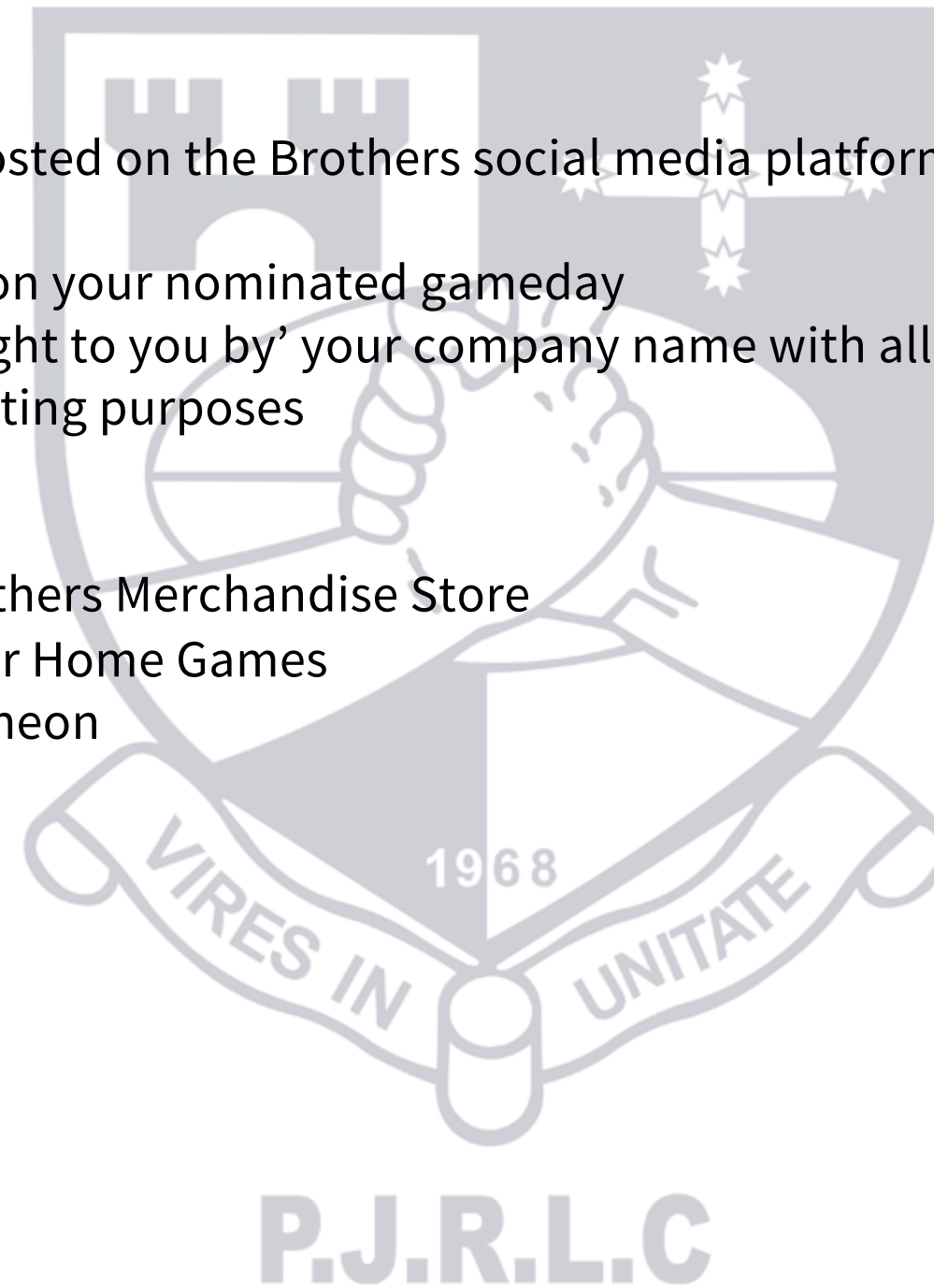
BRANDING OPPORTUNITIES

- Your company logo included on the fixtures listing posted on the Brothers social media platforms for your nominated gameday
- Opportunity for you to activate at Parker St Reserve on your nominated gameday
- The weekly Brothers Meat Tray giveaway to be 'Brought to you by' your company name with all entrants being sent to you to use for your own marketing purposes

PARTNERSHIP INCLUSIONS

- One (1) \$50 Merchandise Voucher to spend at the Brothers Merchandise Store
- Two (2) Executive Passes to all Brothers Penrith Senior Home Games
- One (1) Invitation to the Brothers Annual Sports Luncheon

Investment: \$500 + GST



JUNIOR JAGUARS NAMING RIGHTS PARTNERSHIP

An exciting new opportunity exists in 2024 for a Naming Rights Partner for Brothers' Junior Jaguar Program! With 18 teams part of the program in 2023 & building annually, engage with our youngest players and their families through a partnership with the Jaguars Program. Headlined by our Club Mascot, JJ the Jaguar this unprecedented opportunity is a unique way to engage with an important part of the Brothers community.

BRANDING OPPORTUNITIES

- Naming Rights to the Junior Jaguars Program 'Brothers Junior Jaguars Program brought to you by....'
- Your company logo across on the front of all Brothers Junior Jaguars teams (18 teams in 2023)
- Your company logo on the front of JJ the Jaguar's jersey for the duration of the agreement
- Four (4) Field sponsorships across fields played on by the Junior Jaguars at Parker St Reserve
- Opportunity for you to promote your business and an offer at the Brothers Junior Jaguars Welcome Night
- Three (3) social media posts across the Brothers social media platforms per annum
- Two (2) Perimeter Fence signs at Parker St Reserve

PARTNERSHIP INCLUSIONS

- Two (2) Official Penrith Brothers Junior Rugby League Club Jackets
- Two (2) Official Penrith Brothers Junior Rugby League Club Polo Shirts
- Four (4) Invitations to the Brothers Annual Sports Luncheon

Investment: \$10,000 + GST



SIGNAGE OPPORTUNITIES

BROTHERS



With an impressive annual audience of over 30,000 attendees, our signage packages start from as little as \$600 per annum!

Field sponsorships are now available! Increase the exposure of your business by taking on a field sponsorship which includes Naming Rights to the field as well as Goal Post & Corner Post branding; starting from as little as \$1000 per annum!

DIGITAL OPPORTUNITIES



JJ THE JAGUAR GETS A FRESHEN UP AT [Wisdom Denture & Dental Clinic!](#)

JJ the Jaguar kept busy this week, heading out to our official Dental Partner, Wisdom Dental & Denture Clinic.

JJ got a scale, clean & check-up from the team at Wisdom Dental & Denture Clinic, the same practice that fits his mouthguard every year through Tuff Mouthguards!

Before JJ left for the day, Paul from Wisdom Dental & Denture Clinic told JJ to pass on the exciting news that he is happy to offer 10% off all scale, clean & check-ups for Brothers registered players & officials.

To redeem, simply show the clinic this post & provide proof of your registration with Brothers – thanks for having us Wisdom Dental & Denture Clinic!



BROTHERS



YOU'RE INVITED TO AN EXCLUSIVE MOTHERS (DAUGHTERS & SISTERS) OF BROTHERS LES MILLS BODY BALANCE CLASS!

Hosted by Clair put on exclusively for the women of our great club, join us at World Gym Penrith for a 45 minute Les Mills Body Balance class this Wednesday, 10th August at 7:30pm.

BODYBALANCE™ is a yoga inspired class combined with pilates and tai chi to dive into the body to strengthen, balance each muscle group and lengthen the spine improving posture.

SPOTS ARE EXTREMELY LIMITED SO SECURE YOUR SPOT NOW AT:
<http://www.brotherspjrlc.com.au/mab/>



With over 6,000 followers across our Facebook & Instagram pages; social media opportunities are a great way to engage with our community away from the field. Social media opportunities start from as little as \$500!

Hit mailboxes of the Brothers community with our email opportunities! With a database in excess of 1,000 recipients, our emails are a great opportunity for you to direct market to our members. Email opportunities from \$1,000!

FEMALE PARTNERSHIP OPPORTUNITIES

As the great game of Rugby League continues to grow, as does female participation. Brothers are committed to expanding the opportunity for women to play Rugby League. If you would like to find out more about how your business can contribute also, get in touch today!

Female Partnership Opportunities

Age Groups	Jersey Front & Polo	Jersey Front	Jersey Back	Jersey Sleeve
Under 12s	\$ 2,640.00	\$ 1,980.00	\$ 1,870.00	\$ 880.00
Under 13s	\$ 2,640.00	\$ 1,980.00	\$ 1,870.00	\$ 880.00
Under 14s	\$ 2,640.00	\$ 1,980.00	\$ 1,870.00	\$ 880.00
Under 15s	\$ 2,640.00	\$ 1,980.00	\$ 1,870.00	\$ 880.00
Under 16s	\$ 3,080.00	\$ 2,420.00	\$ 2,145.00	\$ 1,155.00



PENRITH BROTHERS JUNIOR RUGBY LEAGUE CLUB

BROTHERS

Thank you for considering a partnership with Penrith Brothers Junior Rugby League Club.

Should you have any questions on what has been presented, please do not hesitate to contact us at partnerships@brotherspjrlc.com.au.

To proceed with a Partnership, please complete the link at: <https://forms.gle/VcVWijCgSQyrR5yM8>

P.J.R.L.C